

MEMORANDUM

16 January, 2009

TO: Pradeep Ganguly, Director, Department of Economic Development
Steven Emanuel, Director, Department of Technology Services

FROM: Chris Cihlar, CountyStat Manager

SUBJECT: DED Performance Plan Follow-up items

The following items were identified for follow up during the 16 January, 2009 CountyStat meeting:

1. Develop method for analyzing cost-benefit ratio of different mediums of DED marketing outreach efforts.
Responsible party: Department of Economic Development (DED)
Other parties involved: CountyStat
Deadline: 27 February 2009
 2. As a long term measure, draft strategy, with timelines and costs, which outlines how DED will update its web presence to better market the County to potential business prospects.
Responsible party: DED, Department of Technology Services (DTS)
Other parties involved: CountyStat
Deadline: 27 February 2009
 3. As an interim measure, create a list of keyword search terms that will be used to increase the DED website's visibility through the use of various search engines.
Responsible party: DED, DTS
Other parties involved: CountyStat
Deadline: 27 February 2009
- cc: Timothy Firestine, Chief Administrative Officer
Fariba Kassiri, Assistant Chief Administrative Officer